ORDER

37556 Orders Order / Rev: Alt Order #: 08879093 Product Desc: **ISSUE** KLAS 2001 Estimate: Mike Jones 10/10/12 - 10/16/12 Primary AE: Flight Dates: Original Date / Rev: 10/09/12 / 10/09/12 Sales Office: K-WAS Sales Region: National Order Type: **GENERAL Waterfront Strategies** Name: Agency Billing Type: Cash **Buying Contact:** Broadcast Billing Contact: Billing Calendar: Billing Cycle: EOM/EOC 1010 Wisconsin Avenue Agency Commission: 15% Washington, DC 20007 Advertiser Name: **House Majority PAC** New Business Thru: A35+ Demographic:

В

10/01/12

Bill Plan							
Start Date	End Date	# Spots	Gross Amount	Net Amount			

5

PO4

LV1

AGY, POL, ISS

\$7,900.00

Totals

\$6,715.00

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	5	\$7,900.00	\$6,715.00		
Totals	5	\$7,900,00	\$6,715,00	0.00	

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Account Executives

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Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total	
KLAS	30%	\$7,900.00	
Market	100%	\$26,333.33	

Product Codes:

Revenue Codes:

Priority:

10/16/12

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$6,583.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,316.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
1	8	10/10/12	10/16/12	8 News Now Noon	и-F СМ	12-1230p	MTWTF	:30	1 \$1,300.00LV1	0.00 NM	1	\$1,300.00
				8 News Now Noon	M-F							
	8 NEW	IS NOW A	NOON									
	St	art Date	End Date	Weekdays S	pots/Week	Rate	Rating					
W	eek: 10	0/10/12	10/16/12	MTWTF	1	\$1,300.00	0.00					
2	8	10/10/12	10/16/12	1230-2p Soaps/ LM	AD CM	1230-2p	MTWTF	:30	1 \$1,700.00LV1	0.00 NM	1	\$1,700.00
				Soaps / Let's Make	A Deal							

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KLAS

Order / Rev: 37556

37556 08879093 Advertiser: House Majority PAC

Product Desc:

ISSUE

Alt Order #: Flight Dates:

Week: 10/10/12

10/10/12 - 10/16/12

MTWTF--

10/16/12

Estimate:

1 \$1,600.00

2001

Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **Inventory Code** End Ln Ch Start **BOLD/DEAL** Rating Spots/Week Rate Weekdays Start Date **End Date** MTWTF--\$1,700.00 0.00 1 Week: 10/10/12 10/16/12 \$1,700.00 :30 1 \$1,700.00LV1 0.00 NM 1 MTWTF--10/10/12 10/16/12 The Talk 2-3P CM 2-3p 3 8 The Talk THE TALK <u>Weekdays</u> Rating Start Date **End Date** Spots/Week Rate 10/16/12 MTWTF--1 \$1,700.00 0.00 Week: 10/10/12 MTWTF--:30 1 \$1,600.00LV1 0.00 NM \$1,600.00 10/10/12 10/16/12 Ellen CM 3-4p Ellen **ELLEN** Rating Spots/Week Rate Start Date **End Date** Weekdays MTWTF--1 \$1,600.00 0.00 10/16/12 Week: 10/10/12 10/10/12 10/16/12 8 News Now 4p M-F 1 \$1,600.00LV1 0.00 NM \$1,600.00 CM 4-5p MTWTF--:30 8 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Rating **End Date** Weekdays Spots/Week Rate **Start Date**

0.00

Totals 5

\$7,900.00